

TAKE BACK TENNESSEE

Position: Communications Director

Start Date: February 2022

Location: Nashville, TN

Reports To: Executive Director

Position Summary: The Communications Director will be a core member of the TNDP for 2022 and beyond. The Communications Director will manage the Digital Director, Press Secretary, and Paid Communications Director to lead their teams to electoral success. The Communications Director will advise, strategize, and assist with messaging, paid communications campaigns, and press relationships. The Communications Director will closely track news stories to plan for earned media and rapid response opportunities. The Communications Director will build lasting press relationships and define the TNDP's core narrative.

The 2022 Tennessee Coordinated Campaign, Take Back Tennessee, is the inaugural year of the path to turn Tennessee blue. Joining Take Back Tennessee will give staffers the chance to get in on the ground level of making history in Tennessee as well as run an innovative program that is equal parts experimental and strategic. The potential for 2022 includes registering over 200,000 new voters in Tennessee, flipping several seats across the state, pushing more districts into the flippable zone for 2024, and growing our Democratic momentum. This position will require occasional travel and is an in-person position based out of the TNDP's Nashville, TN headquarters. Irregular hours including nights and weekends as well as increasing hours are an expectation of the job.

Essential Duties and Responsibilities:

- Working with the Executive Director, Chair, and stakeholders to develop a communications plan, strategy, and overall message for the party for the 2022 election cycle and beyond
- Working with the House and Senate Caucuses to develop their communications plans and coordinate with them make sure that their campaign's message aligns with the TNDP's
- Collaborating with coordinated candidates and campaigns up and down the ticket to execute their campaign messages and communications strategy. This includes, but is not limited to: issues booklets, opposition research, media training, and coordinating earned media
- Overseeing media training for staff and candidates
- Occasionally serving as the spokesperson for the party
- Approving press releases, media advisories, statements, and other outreach materials
- Generating and enhancing earned media and communications resources by networking with media throughout the state

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- Working with the TNDP leadership and political/field directors, finance and communications staff, consultants, and Democratic leaders to achieve our online goals
- Tracking breaking news that can be amplified online and through earned media events
- Strategizing on and managing a communications calendar and plan
- Identifying opportunities for online engagement and tracking digital trends to grow our online program
- Managing communications staff who may also manage their own departments
- Develop creative storytelling ideas to support Democratic policy priorities
- Work with the Finance Director and vendors to administer the party's fundraising program
- Work with and train staff, candidates, and county parties to make sure they're using communications tools effectively to amplify their message properly and using industry best practices
- Maintain a working knowledge of best practices for using communications tools in a political environment
- Facilitating press conferences and other earned media events
- Be a resource for county parties, staff, elected officials and candidates on communications strategy, providing trainings to committees yearly and quarterly as needed
- Strategically publicize the goals, platform, activities, and accomplishments of Democrats in the media and with key constituencies
- Oversee a multidisciplinary department that drives proactive communications, rapid response messaging, and brand identity
- Prepare and execute short and long-term communications plans
- Work with the Democratic National Committee (DNC), campaigns, elected Democrats, and local Democratic Committees to coordinate press and communications strategy and assist as needed
- Other duties as assigned

Preferred Qualifications:

- Have reliable transportation and a valid driver's license
- Proficient in using CMSs. (Wordpress, Cloudflare, HiFi, Drupal, etc.)
- Experience with video editing for web ideally on Final Cut, Adobe Premiere, iMovie, or similar software
- Ability to create persuasive visual communications for use in online content, visual presentations, written reports, etc
- Basic videography and photography skills preferred
- Knowledge of NGP, VAN, ActBlue, field tools

Required Qualifications:

- 5+ years working in political campaigns, advocacy, and/or non-profits

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- 4+ years working in political communications with 2+ years in a managerial or department leadership role
- Previous record of working and communicating with multiple stakeholders
- Proven ability to execute creative earned media campaigns
- Experience executing traditional and digital communications strategies
- Excellent computer skills, grammatical and copy-editing skills, writing and verbal communication skills
- Must be creative, possess exceptional writing skills, and experience managing all aspects of digital, social media, paid comms, press, and other traditional communications mediums
- Strong on-the-record expertise and experience with managing communications staff
- Knowledge and comfort with social media platforms and advertising, Google Suite, HTML, WordPress, Canva, Adobe Creative Suite or other graphic systems
- Experience in fundraising through communications and digital
- Experience recruiting and retaining lasting press relationships
- Experience writing and coaching others to write LTEs, OpEds, and more
- Experience press training and preparing candidates for debates, forums, interviews, and more
- Comfortable with technology and learning new tech systems
- Solutions-oriented, creative, and flexible - every day will look different, and it's important to have a positive attitude, be a team player, and find creative solutions
- Ability to communicate clearly and proactively both with staff and with external partners
- Ability to manage multiple projects independently and navigate competing priorities
- Possess a sharp and critical eye for detail
- Resilient, resourceful, and adaptive to priority shifts and change (big and small)
- Have experience working in a fast-paced environment, managing multiple projects at the same time while meeting tight deadlines
- Highly communicative - responsive to internal and external requests, emails, and calls, within reason
- Values and prioritizes diversity, equity, and inclusion and enjoys working with people of diverse backgrounds and cultures
- Believes in and lives out the TNDP's and DNC's mission and values

Salary and Benefits: This is a full-time position through 2022 and beyond. This position pays \$5,000-\$6,500 per month. Benefits include 100% employer coverage of medical and dental insurance as well as mileage reimbursements and 1 week each January plus 1 days of PTO gained per month. Staff may not use time off on blackout dates, and applicants are encouraged to inquire about blackout dates and work schedules during the interview process.

To Apply: Email a current resume, sample communications plan, and 3 writing samples (clips with direct quotes accepted) to jobs@tndp.org. Include the subject line "Communications

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Director.” In the body of the email, tell us your anticipated start date and why you want to come Take Back Tennessee in 3 sentences or less.

The Tennessee Democratic Party (TNDP), is committed to diversity among its staff, and recognizes that its continued success requires the highest commitment to obtaining and retaining a diverse staff that provides the best quality services to supporters and constituents. The TNDP is an equal opportunity employer and it is our policy to recruit, hire, train, promote and administer any and all personnel actions without regard to sex, race, age, color, creed, national origin, religion, economic status, sexual orientation, veteran status, gender identity or expression, ethnic identity or disability, or any other legally protected basis. The TNDP is committed to providing reasonable accommodations to individuals with disabilities in the hiring process and on the job, as required by applicable law. The TNDP will not tolerate any unlawful discrimination and any such conduct is strictly prohibited.

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